

Message Text

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73

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TO USDOC WASHDC

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AMEMBASSY BONN

AMCONSUL DUESSELDORF

AMCONSUL FRANKFURT

AMCONSUL STUTTGART

AMCONSUL ZURICH

UNCLAS MUNICH 1062

E.O. 111652: N/A

TAGS: BEXP, GW

SUBJECT: COMMERCIAL PROGRAM: PROPOSED IOGA TRADE MISSION

REF: USDOC 9304

1) MARKET FACTORS AND PROBLEMS WITH TIMING MAKE SUCCESS OF VISIT OF SUBJECT IOGA MISSION TO BAVARIA PROBLEMATIC. SINCE MISSION PLANS TO VISIT ONLY THREE CITIES, WE BELIEVE MORE PROMISING ALTERNATIVES TO MUNICH AREA COULD BE SELECTED.

2) DISCUSSIONS WITH TEXTILE INDUSTRY ASSOCIATIONS, MILLS AND YARN DISTRIBUTORS RE MARKET POTENTIAL IN BAVARIA FOR US YARNS WERE INCONCLUSIVE. ALL SOURCES STATED THAT DEMAND FOR MISSION'S YARNS WOULD BE DEPENDENT ON PRICES OFFERED, SINCE WIDE RANGE OF YARNS AVAILABLE FROM TRADITIONAL FOREIGN SUPPLIERS, INCLUDING EEC, LATIN AMERICA, AND PARTICULARLY TURKEY AND GREECE. IN ORDER OBTAIN INFO ON PRICE SITUATION, IT WAS RECOMMENDED THAT MISSION CONTACT THE ONLY GERMAN YARN COMMODITY EXCHANGE, HELD IN STUTTGART BI-WEEKLY AT THE CHAMBER OF INDUSTRY AND COMMERCE.

3) LARGE PERCENTAGE OF BAVARIAN WEAVING MILLS OPERATE OWN YARN SPINNING MILLS; FOR THIS REASON ASSOCIATIONS HERE BELIEVE IF MISSION VISITS GERMANY, IT SHOULD CONCENTRATE ON STUTTGART
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AND NORTH-RHINE-WESTPHALIA (IN MUENSTER AREA), WHICH ARE

GERMANY'S MOST SIGNIFICANT TEXTILE CENTERS.

4) MOST SIGNIFICANT TIMING PROBLEM IS THAT MUNICH ECONOMIC/
COMMERICAL OFFICERS WILL BE DEVOTING ALMOST ALL OF THEIR TIME
IN MONTH PRECEDING ELECTRONIA 74 (HELD NOV 21 - 27 IN MUNICH) TO
PERSONAL CALL CAMPAIGN AND OTHER PROMOTIONAL ACTIVITIES RELATED
TO OFFICIAL US PARTICIPATION IN THAT TRADE FARI.

5) FRIDAY, NOVEMBER 1, IS CATHOLIC HOLIDAY OBSERVED OFFICIALLY
THROUGHOUT BAVARIA, AND MANY BUSINESSMEN EXTEND WEEKEND BY
TAKING OFF MONDAY. THE CONSULATE GENERAL WILL OF COURSE BE CLOSED
ON OCTOBER 28, VETERAN'S DAY. SPIVACK

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